CLAIMS

5	1.	A method of viral marketing comprising:
		providing a commercial message in an electronic medium;
		providing the commercial message to a recipient;
		the recipient forwarding the commercial message to a later generation recipient;
	-	electronically tracking an aspect of the recipient's forwarding of the commercial message; and
		using the electronic tracking as a basis for rewarding the recipient for forwarding
10		the commercial message.
	2.	The method of claim 1 wherein the commercial message comprises an advertisement.
	3.	The method of claim 1 wherein the commercial message comprises a company logo.
	4.	The method of claim 1 wherein the commercial message is co-branded.
	5.	The method of claim 1 wherein the commercial message comprises a political message.
	6.	The method of claim 1 wherein the step of providing the commercial message to the recipient comprises sending the message to the recipient via e-mail.
20	7.	The method of claim 1 wherein the step of forwarding the commercial message comprises sending the message to a later generation recipient via e-mail
	8.	The method of claim 1 wherein the recipient is a first generation recipient.
	9.	The method of claim 1 wherein the step of forwarding comprises the recipient indirectly forwarding the commercial masses at 1
25		indirectly forwarding the commercial message by providing another entity with ar address of the later generation recipient, and the entity causing the forwarding to
		UCCUI.

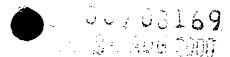
- 10. The method of claim 1 wherein the step of forwarding the commercial message comprises forwarding at least a portion of the commercial message that includes an advertisement.
- 11. The method of claim 1 wherein the step of forwarding comprising the recipient forwarding the commercial message without modification to the later generation recipient via e-mail.
 - 12. The method of claim 1 wherein the step of forwarding comprising the recipient supplementing the commercial message.
- The method of claim 1 wherein the step of forwarding comprising the recipient modifying the commercial message.

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- 14. The method of claim 1 wherein the step of tracking comprises tracking forwarding of the commercial message through at least two generations.
 - 15. The method of claim 1 wherein the step of tracking comprises tracking forwarding of the commercial message through at least three generations.
 - 16. The method of claim 1 wherein the step of tracking comprises tracking forwarding of the commercial message through at least three contiguous generations.
 - 17. The method of claim 1 wherein the aspect of the forwarding being tracked comprises a forwarding date and a forwarding address.
- The method of claim 1 wherein the step of rewarding comprises providing a reward that varies depending upon a total number of later generation recipients to which the commercial message has been forwarded.
 - 19. The method of claim 1 wherein the step of rewarding comprises providing a reward that varies depending upon a number of generations to which the commercial message has been forwarded.
- 25 20. The method of claim 1 wherein the step of rewarding comprises providing a reward selected from the list consisting of redeemable points and e-money.

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- 21. The method of claim 1 further comprising providing a supplier of the commercial message with a report summarizing a forwarding history over multiple generations.
- 22. The method of claim 1 further comprising providing the recipient with a report summarizing a forwarding history over multiple generations.

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